

Expectations and Plans

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Biobased Industry Initiative
August 29, 2005

“Grow Wisconsin”

- **Biobased Industry creates Economic Development:**
 - Retains and Creates High Wage Jobs
 - Prepares Workers for Tomorrow's Economy
 - Adds Value in Wisconsin's Economic Base
 - Creates and Unleashes Knowledge to Build Emerging Industries

Why is the Bioeconomy such a Great Prize?

- Economic Development
 - Especially Rural Economic Development
 - Biobased Industry jobs
 - Removal of dairy growth constraints
- Environment
 - Climate
 - Air and Water
- National Security
- Energy Alternative
- Sustainability

Why is Wisconsin Well Suited to Pursue this Prize?

- Agriculture and Forestry Sectors
 - Largest Economic Sectors in the State
- University Resource
- Educated workforce
- Incentive
 - Retain some portion of the \$9.1 billion of energy expenditures that leave the state each year
 - It will do more good here than somewhere else

Executive Order #101

Deliverables

#1

- **Short-term and long-term policies, commercialization strategies and overall state goals**
 - State actions that promote the development and use of biobased products and bioenergy in an environmentally sound manner
- **Proposals for achieving these goals through federal and state programs, integrated planning and regional cooperation**
 - Research, development, demonstration and investment priorities
 - List of current federal research programs and funding

Executive Order #101

Deliverables

#2

- **Identify mechanisms to encourage and support private sector initiatives**
- **Advice on state and federal policies that support development of biobased products and energy and new and expanding markets to support them**
 - **Proposals to use existing agency authorities to encourage adoption and use of biobased products and bioenergy**
 - **Recommended legislation to modify or create needed authorities**

Vision

- Wisconsin will be a national leader in the use of plant and animal based materials to produce fuels and products that successfully compete with fossil based petrochemicals in quality and cost with reduced environmental impact.

Mission

The Consortium will develop, recommend and champion policies that enable Wisconsin to maximize the value received from its renewable forest and agricultural resources, while protecting the environment. It will include these recommendations in a roadmap that outlines the steps Wisconsin must take to assume a leadership role in this field.

Wisconsin is well positioned to become the leader in biobased technologies. These technologies will make it possible to develop new sources of affordable electricity, transportation fuels, chemicals, consumer products, and pharmaceuticals, from renewable crops and forests grown in Wisconsin. By supporting these new and developing technologies, Wisconsin will help its existing businesses to grow and prosper and also attract new businesses and jobs to the state.

Mission (Con't)

In addition to the economic benefits of a sustainable bioeconomy, Wisconsin will help reduce the nation's reliance on imported petroleum and contribute to a cleaner environment.

Specifically, the Consortium will:

1. Recommend state goals for the development and use of biobased products and bioenergy in an environmentally sound manner;
2. Recommend short-and long-term policies and commercialization strategies that will help achieve those goals;
3. Propose ways that Wisconsin can incorporate federal and state programs, integrated planning and regional cooperation to reach the goals;
4. Identify mechanisms that encourage and support private sector initiatives in biobased product development;
5. Advise on policies at the local, state and federal level that would support development of biobased products and energy and new and expanding markets to support them.

Governor Doyle's Executive Order #101

Vision and Mission

Governor Doyle's Executive Order #101

ECW Study

White Paper

Feedstock Analysis

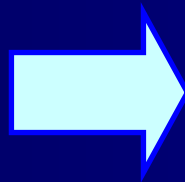
Technology Analysis

Products & Markets
Analysis

Recommendations

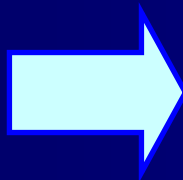
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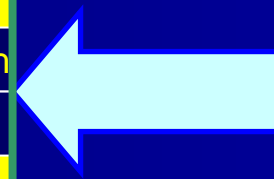
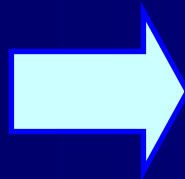
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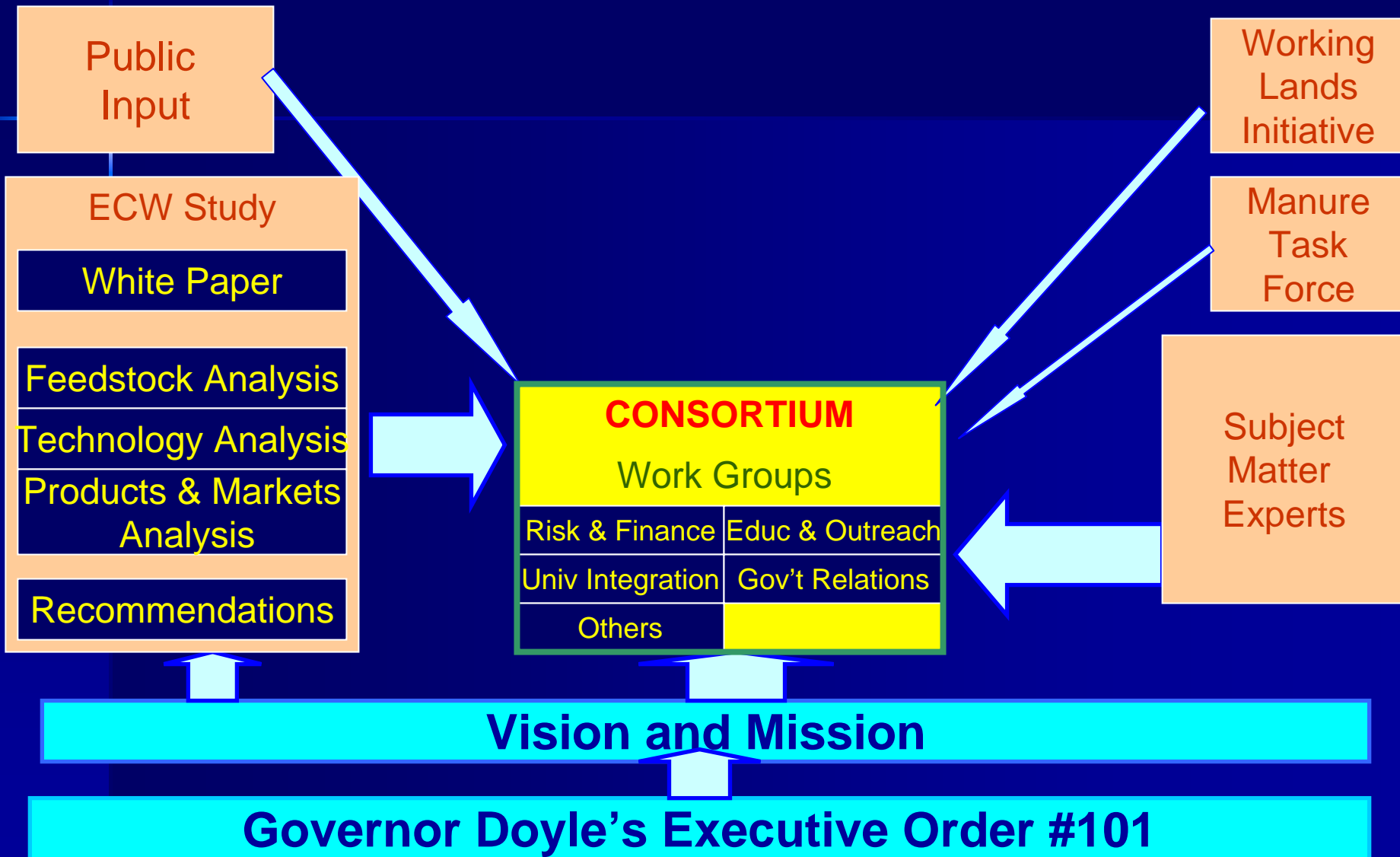
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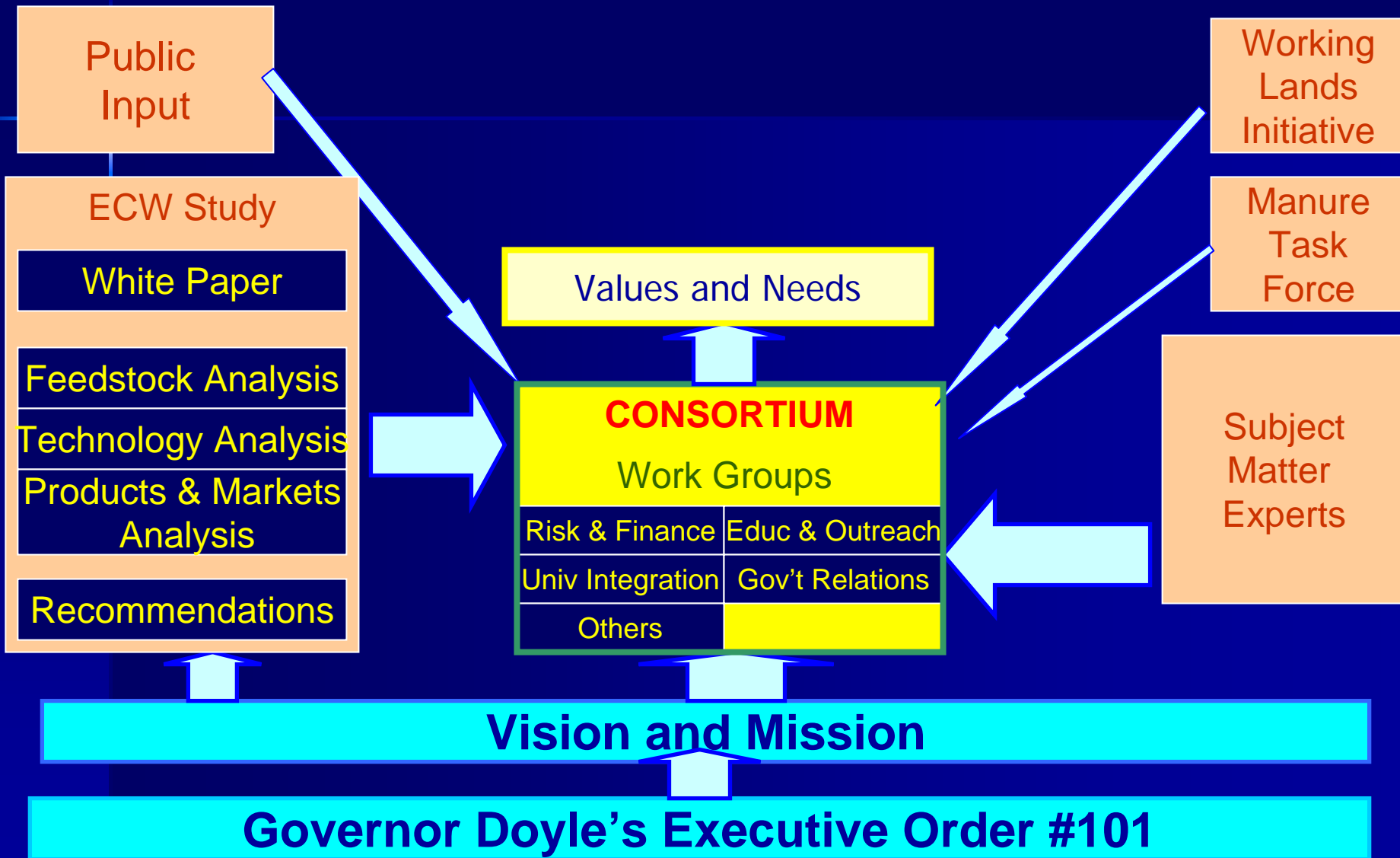
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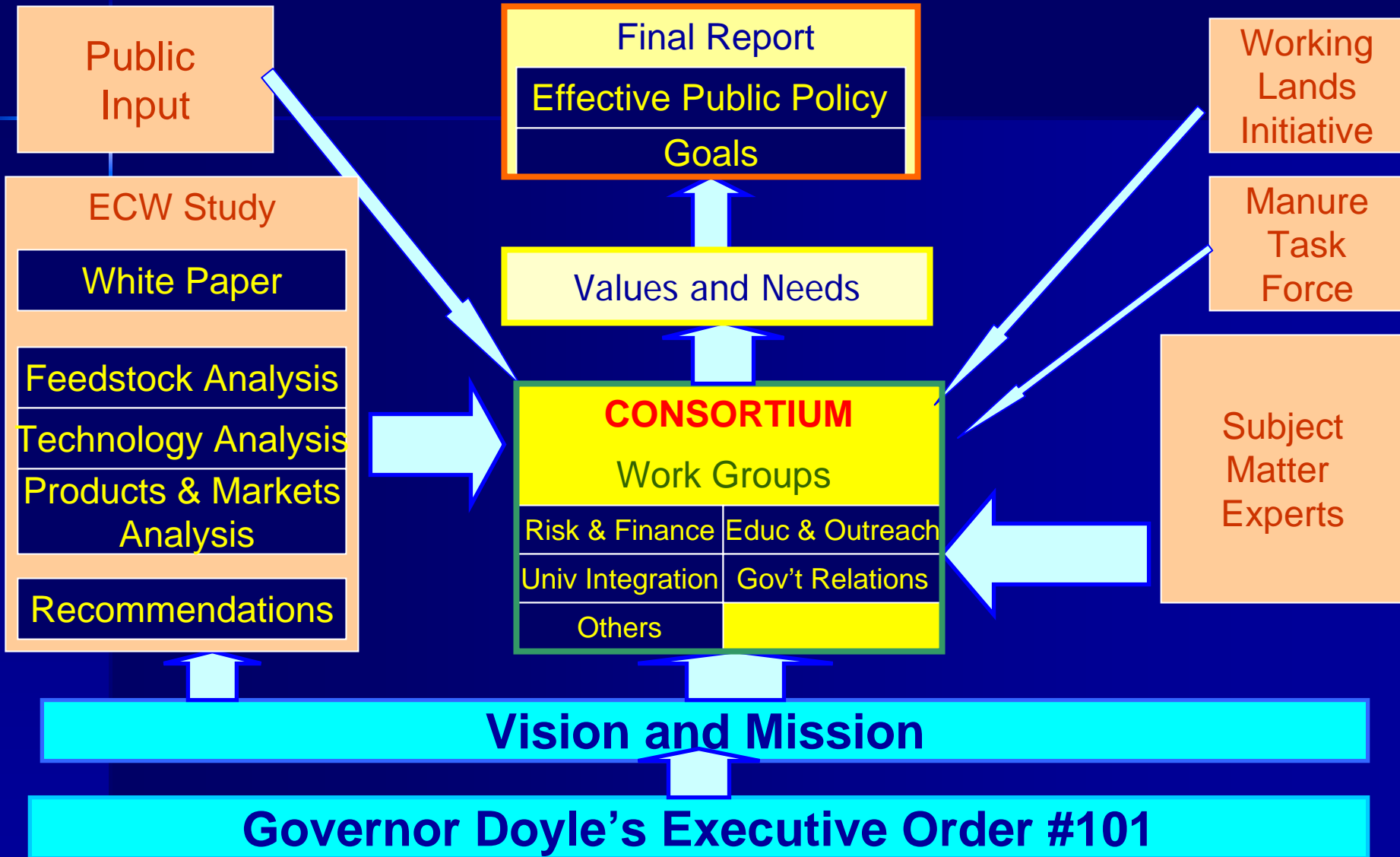


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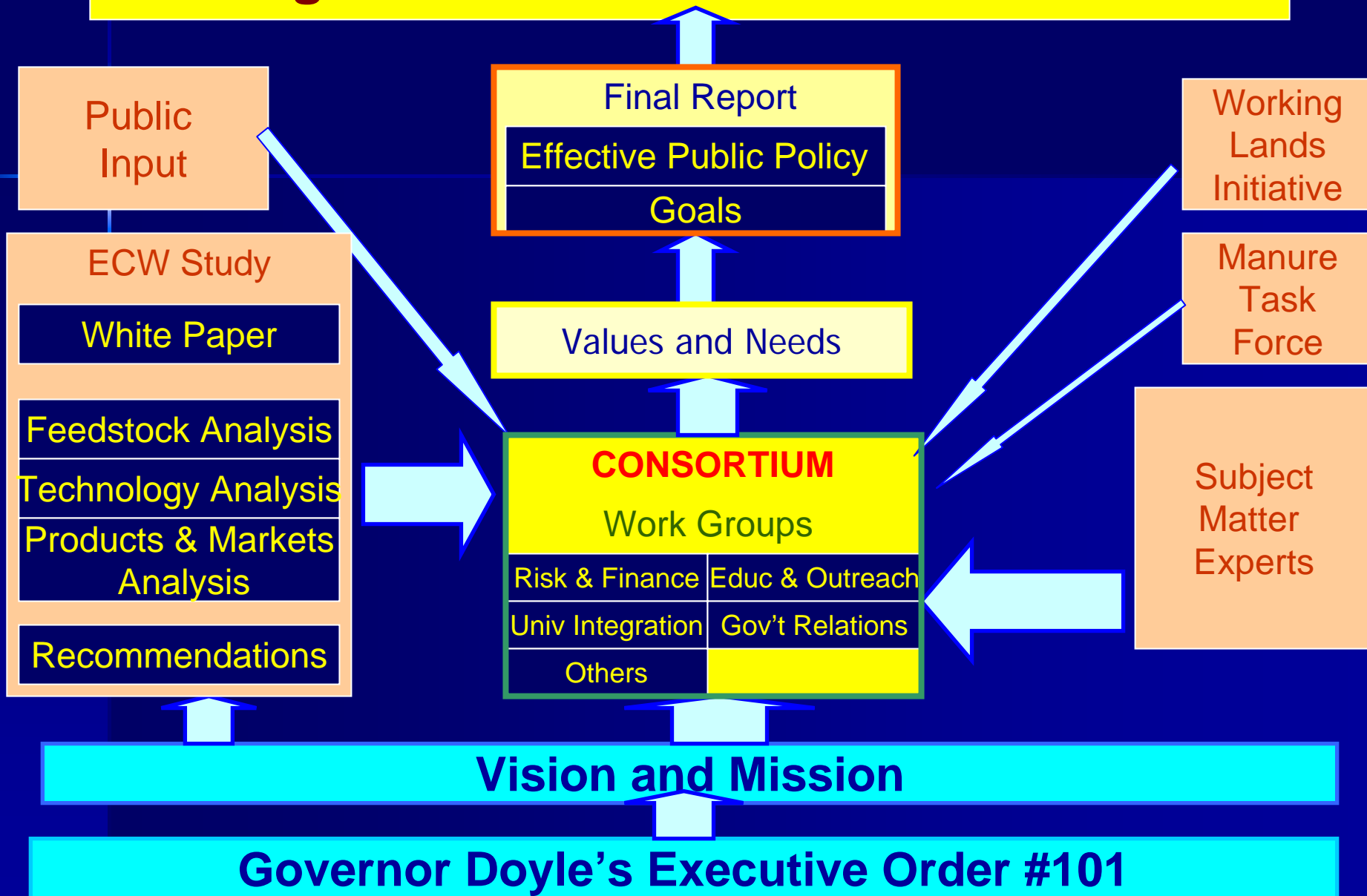
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A Vigorous Biobased Industrial Sector



PUBLIC POLICY RECOMMENDATIONS

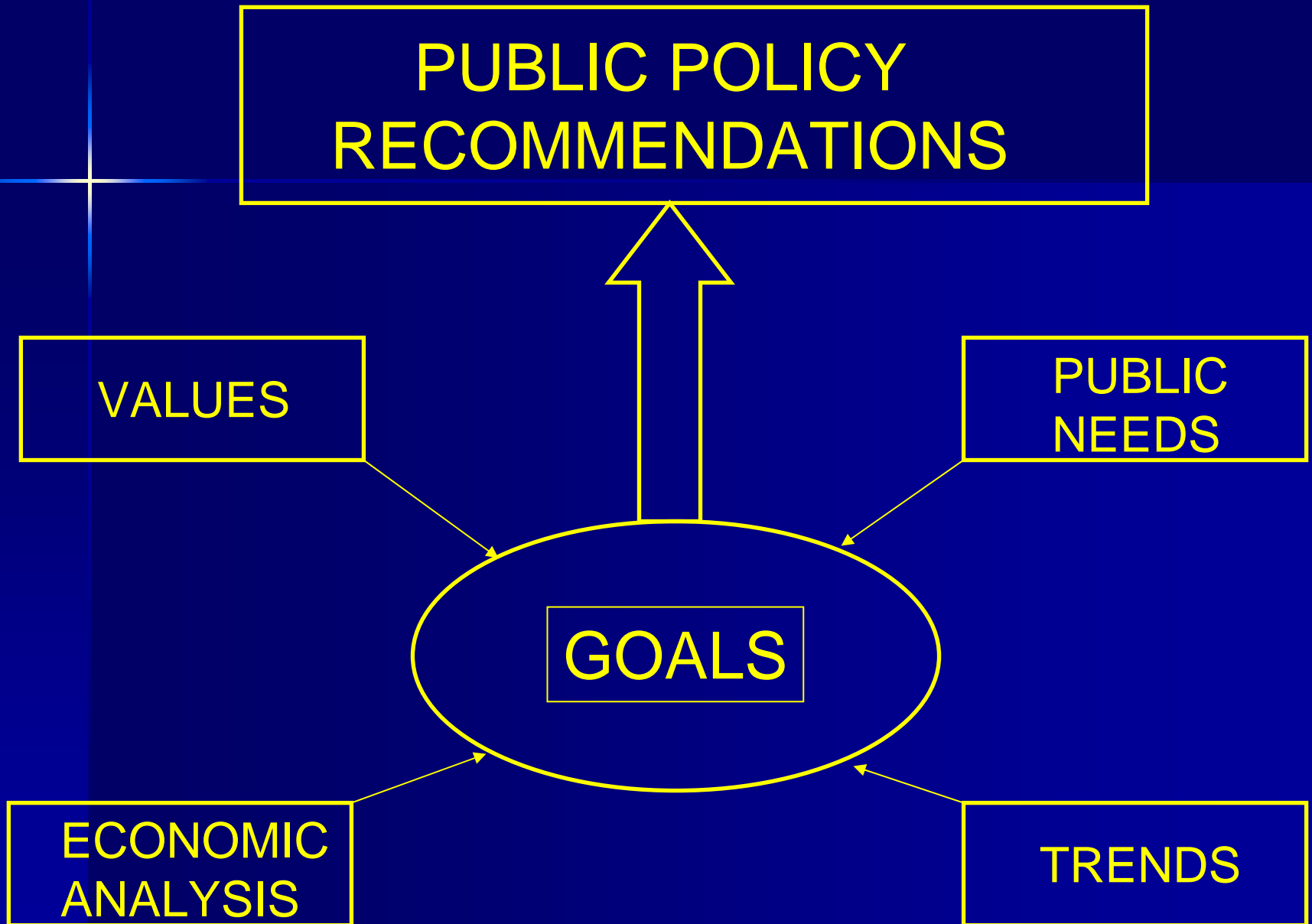
VALUES

PUBLIC
NEEDS

GOALS

ECONOMIC
ANALYSIS

TRENDS



USDOE Vision

Biobased Products Market Share

	2010	2020	2030
Biopower	4%	5%	5%
Biofuels	4%	10%	20%
Bioproducts	12%	18%	25%

Evaluation ←

Deployment

Report to Governor
Implementation

Meeting #6
April 17, 2006

Decision

Select options
Identify “future” issues
Outreach

Meeting #5
February 20, 2006

Deliberation

Identify or Create options
Gov’t tools Issue Identification
Private tools Study Results
Academic support

Meeting #4
December 12, 2005

Data Gathering

#2
Economic Analysis
Industry status
Analytical
Framework
State Resources

#3
Non-Economic
Criteria
Values
Trends
State Needs

Meetings #2 and #3
August 29, 2005
October 17, 2005

Direction

Vision/Mission/Objectives
Executive Order #101

Meeting #1
June 27, 2005

DRAFT

What does success (for the Consortium) look like?

■ Near-term

- A credible report that contains a clear roadmap to a vigorous biobased economic sector
- Design of a viable, long-term organizational structure to support the biobased industry
- Increased interest from new and expanding firms
- Public support for the biobased industry

■ Long-term

- New and expanded businesses and jobs
- Quantified environmental benefits
- Wisconsin recognized as Center of Excellence in biobased industry